BTEC Assignment Brief

Qualification	Pearson BTEC Level 3 International Extended Diploma in Business and Hospitality
Unit number and title	**Unit 13: Digital Marketing**
Learning aims	**A:** Examine the role of digital marketing within the broader marketing mix **B:** Investigate the effectiveness of existing digital marketing campaigns
Assignment title	What is digital marketing and how is it used?
Assessor	
Issue date	
Hand in deadline	

Vocational Scenario or Context	You have been working part time as a digital marketing assistant in a digital marketing business. You have been asked to support the communications department on an article that they are producing for potential customers in a marketing industry magazine. They want you to write the article, aimed at new customers with limited prior knowledge of digital marketing.

Task 1	**Part 1** To help bring the article to life you will need to refer to well considered examples. To do this you first need to investigate at least two different digital marketing campaigns to identify the different types of communications used and their effectiveness in reaching different target segments. Your investigation will need to consider a range of strategies, one of which will be the use of video or vlogging to help create brand recognition or brand loyalty. Your investigation will need to cover the ways in which advertisers target mobile device users. This part of the article should examine the role of digital marketing within the broader marketing mix. To do this you will: ● explain the role digital marketing is playing in the marketing process using current examples which demonstrate latest trends ● analyse different ways in which digital communications can be delivered to consumers, the devices that are currently being used and the trend towards the increasing use of mobile devices and free digital content. This should include the advantages and disadvantages of the different methods as well as how their use can be interrelated. Examples used should cover at least three digital communications methods, and be chosen from at least two different types of digital marketing. ● finally, you will need to provide a justified

	conclusion about the extent to which the digital environment is influencing consumer choices. Part 2 The next part of your article must investigate the effectiveness of existing digital marketing campaigns. In order to prepare for this you will first need to investigate a range of digital marketing campaigns to identify the different types of communications that were used and consider their effectiveness in reaching different target segments. Think about the effect of digital marketing on both the company and the customer. This part of the report will need to evaluate the effectiveness of different digital marketing campaigns and suggest ways in which concerns about digital marketing can be overcome. To do this you will first need to: ● provide a detailed discussion about the digital strategies and compensation models used by in two marketing campaigns by two different businesses to create brand recognition and brand loyalty ● analyse the merits and disadvantages of the digital communications methods and compensation models used in each campaign in relation to how well they contribute to influencing brand recognition and loyalty. ● form a conclusive judgement about the effectiveness of each campaign which is supported by and based on the analysis presented ● provide justified solutions to overcome the concerns about digital marketing.
Checklist of evidence required	Magazine article

Criteria covered by this task:	
Unit/Criteria reference	To achieve the criteria you must show that you are able to:
13/B.D2	Evaluate the effectiveness of digital marketing campaigns from different businesses, and suggest ways to overcome concerns raised about digital marketing.
13/A.D1	Justify the extent to which the digital environment is influencing consumer choices.
13/B.M2	Analyse the different digital strategies and compensation models used to create brand recognition and brand loyalty.
13/A.M1	Analyse, using examples, the effectiveness of different digital delivery methods.
13/B.P5	Explain the benefits of, and concerns about, digital marketing from the perspective of both the customer and the marketer.
13/B.P4	Outline different compensation models used in digital marketing.
13/B.P3	Discuss the digital strategies that a selected business uses to meet two different objectives.
13/A.P2	Investigate the ways in which advertisers are targeting mobile device users.
13/A.P1	Explain the role of digital marketing as an extension of traditional marketing and the ways the messages can be delivered.

Sources of information to support you with this Assignment	www.digitalmarketingmagazine.co.uk www.smartinsights.com https://uk.marketo.com https://www.techopedia.com www.smedio.com www.advertisingideas101.com/2013/10/03/compensation-methods-for-online-marketing/
Other assessment materials attached to this Assignment Brief	None